

Town of Frederick Board of Trustees



Eric Doering, Mayor

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AM 2010-014

TO APPROVE PAYMENT FOR REGISTRATION OF THE TOWN OF FREDERICK AS A PARTICIPANT IN THE RELAY FOR LIFE AND TO DETERMINE THE LEVEL OF SPONSORSHIP THAT THE TOWN WILL PROVIDE

- I. Agenda Date:** Town Board Meeting – February 9, 2010
- II. Attachments:**
- a. Application for Community Program Funding
 - b. Sponsor & Donor Opportunities Form
 - c. IRS 501 (c) (3) letter for American Cancer Society
- III. Fiscal Note:** None noted.
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Interim Finance Director

IV. Submitted by:


Police Chief

V. Approved for Presentation:


Town Administrator

VI. Certification of Board Approval:

Town Clerk

Date

VII. Summary Statement:

The Town of Frederick has participated in the Carbon Valley Relay for Life since the first local event in 2006. This request is for the event in 2010.

VIII. Detail of Issue/Request:

The Carbon Valley Relay for Life is an annual event of the American Cancer Society. The event honors the survivors of various types of cancer, commemorates many who did not survive, and provides an opportunity for community solidarity in the fight against cancer. It is participated in

by a significant number of citizens of the Tri-Town area. On the national level the Relay for Life is the single largest source of donations to the American Cancer Society.

It is requested that the Town of Frederick sponsor a team for the relay event, to be held on July 31-August 1, 2010, at Hart Park in the Town of Firestone and that the Board of Trustees provide direction on what level, if any, the Town should be a sponsor of the event. Organizational sponsorship levels are provided in the options below.

IX. Legal/Political Considerations:

Not Applicable

X. Alternatives/Options:

A. Sponsor a team for the cost of the entry fee of \$50. Do not otherwise sponsor the event financially.

B. Sponsor a team and sponsor the event at the Platinum level of \$1,000.

C. Sponsor a team and sponsor the event at the Gold level of \$750.

D. Sponsor a team and sponsor the event at the Silver level of \$500.

E. Sponsor a team for \$50 and sponsor the event at the Bronze level of \$250, for a total of \$300.

F. Authorize Town employees and members of the Board of Trustees who wish to participate in the name of the Town to do so, but do not pay the cost of the entry fee.

XI. Financial Considerations:

As with other donation requests from community organizations, the funding for this if granted by the Board of Trustees will come from the "Donations" line item of the "Oil Royalties Trust Fund."

XII. Staff Recommendation:

Staff recommends that the Town, at a minimum, fund the \$50 cost of the team registration fee and consider an additional donation as a sponsorship in order to market the Town's community involvement at this event.